

3.4: Further Pricing Assessment (Emkhe, Fulton, Lusk, 2005)

Answer the following questions regarding your pricing strategies and considerations.

1. How sensitive is your target market to changes in prices?

2. How does your expected pricing compare to your competition's pricing?

3. Will pricing make your business special?

4. How will your products/services provide a better price-performance balance than your competitors' products/services?